

# The Ketch Practical Guide to Privacy

Step 2:  
Recruiting your privacy  
dream team



# To maximize the value of your program, make privacy a team sport.

As privacy programs increasingly become data management programs, their organizational value grows exponentially.

A modern privacy program goes way beyond basic compliance delivering value for marketing, tech and data / analytics teams. But recruiting your privacy dream team - a group of cross-functional stakeholders committed to the long-term success of the program - is often easier said than done.

The challenge is that many organizations struggle to drive alignment and translation among teams. The key is to avoid making stakeholders “speak privacy” and instead connect the dots between privacy and stakeholders’ departmental goals.

**Keep reading to learn how privacy drives value for key stakeholders.**



# Maximize program value by connecting privacy to stakeholders' departmental goals



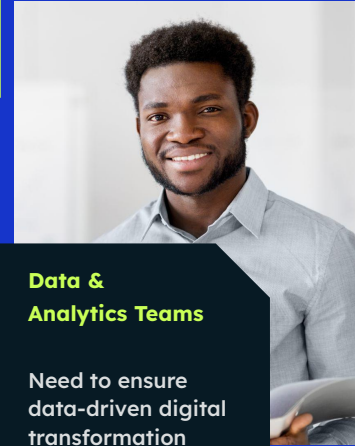
## Marketing & Growth Teams

Need permissioned data to deliver on personalization & activation strategies



## Technology Teams

Need to provide business partners with actionable data while mitigating data risk



## Data & Analytics Teams

Need to ensure data-driven digital transformation projects leverage permissioned data





## Marketing & Growth Teams



### Top Use Cases

- Increase consumer consent / opt-in rates
- Increase 1P data quality and quantity
- Increase brand trust and purchase intent



## Technology Teams

### Top Use Cases

- Improved visibility into where data risk exists
- Reduced risk of improper data usage
- Avoid the need to re-architect tech stack for data privacy





## Data & Analytics Teams



### Top Use Cases

- Accelerate digital transformation projects
- Deliver value through the responsible and ethical use of AI
- Improved rates of data sharing / collaboration



# Want to learn more?

We'd love to help you build a plan to align stakeholders around a common vision for your privacy program.

- [Download](#) the Privacy Stakeholder Guide
- [Check out](#) the rest of the Practical Guide to Privacy Series
- [Contact](#) us

